

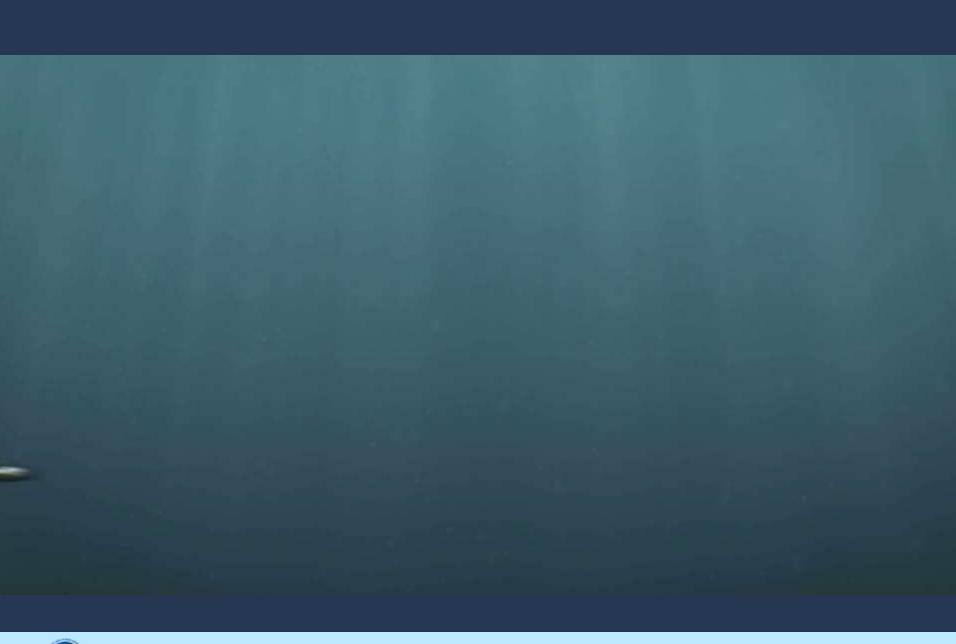


Sustainable Fisheries, Sustainable Seafood

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3 Things to Remember

Sustainability - dynamic & continuous

NOAA Fisheries - global authority

U.S. - leader in sustainability







Four Primary Laws

National Environmental Protection Act

Marine Mammal Protection Act

Endangered Species Act

Magnuson-Stevens Act







U.S. Fisheries—Largest in Size

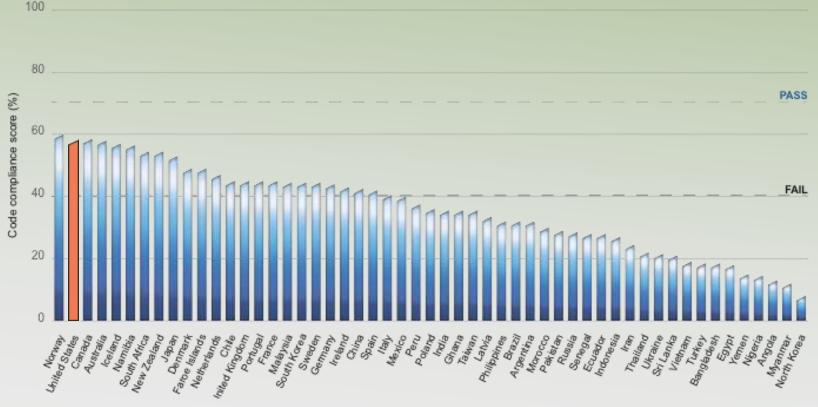


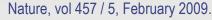


U.S. Fisheries—Leading in Performance

Compliance with the Voluntary FAO Code of Conduct for Responsible Fishing

Figure 1
OVERALL CODE OF CONDUCT COMPLIANCE







10 National Standards of Sustainability

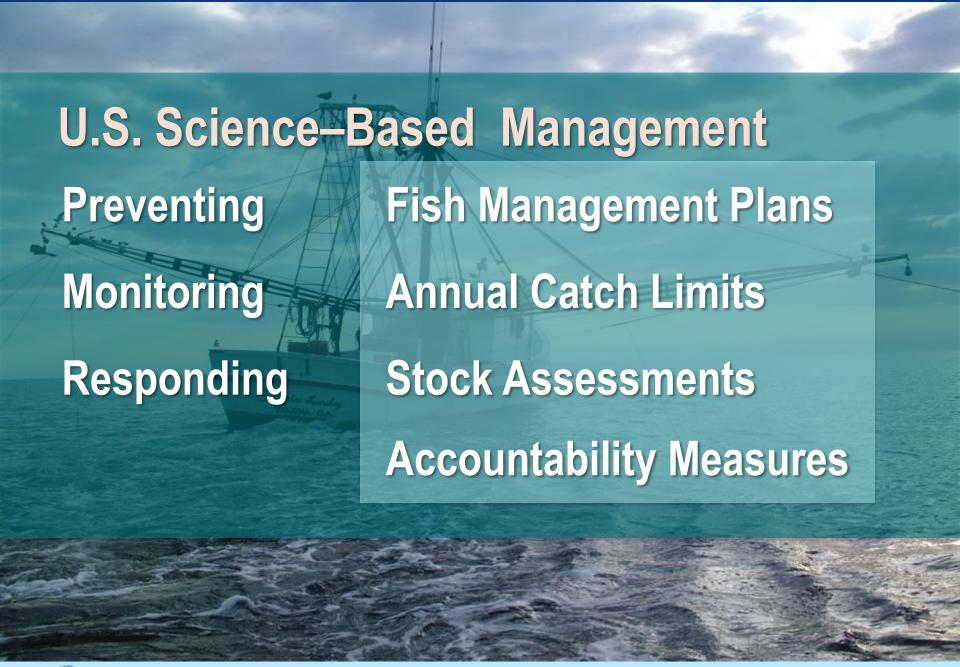
- 1. Optimum Yield
- 2. Scientific Information
- 3. Management Units
- 4. Allocations
- 5. Efficiency

- 6. Variations and Contingencies
- 7. Costs and Benefits
- 8. Communities
- 9. Bycatch
- 10. Safety of Life at Sea

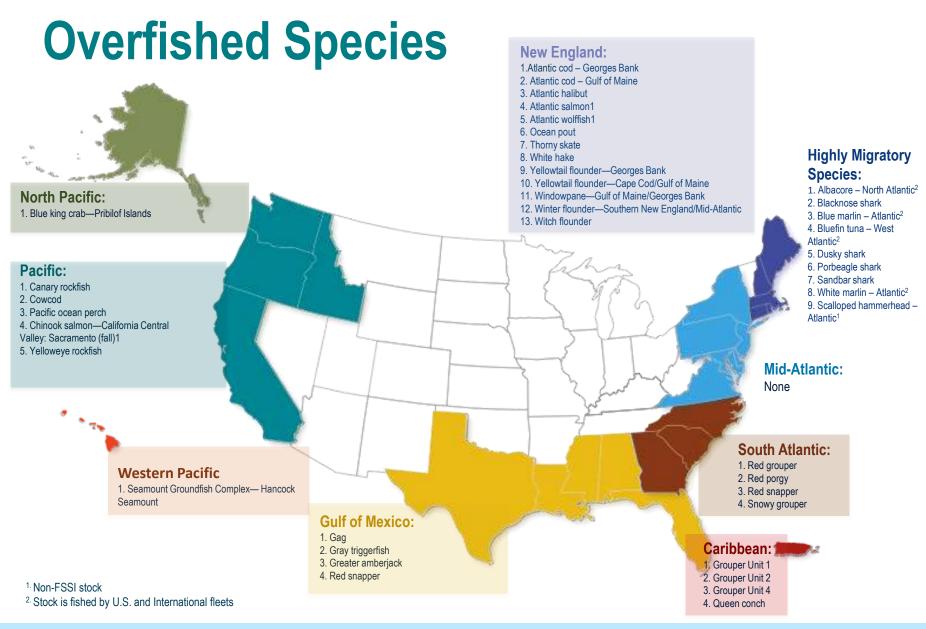


Three Pillars of Implementation











33 Rebuilt Since 2000

North Pacific: 1. Southern Tanner crab—Bering Sea (2007 and 2012) 2. Blue King Crab—Saint Matthews Island (2009) 3. Snow Crab—Bering Sea (2011) Pacific: 1. Pacific Whiting—Pacific Coast (2004) 2. Lingcod—Pacific Coast (2005) 3. Chinook salmon—Northern California Coast: Klamath (fall) (2011) 4. Widow rockfish—Pacific Coast (2011) 5. Coho salmon—Washington Coast: Queets (2011) 6. Coho salmon—Washington Coast: Western Strait of Juan de Fuca (2012) 7. Chinook Salmon—California Central Valley (fall) (2013)

New England:

- 1. Sea scallop—Northwestern Atlantic Coast (2001)
- 2. Silver Hake—Gulf of Maine/Northern Georges Bank (2002)
- 3. Silver Hake—Southern Georges Bank / Middle Atlantic (2007)
- 4. Winter Flounder—Georges Bank (2003)
- 5. Haddock—Georges Bank (2010)
- 6. Pollock—Gulf of Maine / Georges Bank (2010)
- 7. Haddock—Gulf of Maine (2011)
- 8. Acadian redfish—Gulf of Maine / Georges Bank (2012)
- Windowpane—Southern New England / Mid-Atlantic (2012)
- 10. Yellowtail flounder—Southern New England / Mid-Atlantic (2012)

New England/ Mid-Atlantic:

- 1. Goosefish (Monkfish)—Gulf of Maine /
- Northern Georges Bank (2008)
- 2. Goosefish (Monkfish)— Southern Georges Bank / Mid-Atlantic (2008)
- 3. Spiny dogfish—Atlantic Coast (2010)

Mid-Atlantic:

- 1. Bluefish—Atlantic Coast (2008)
- 2. Scup—Atlantic Coast (2009)
- 3. Black Sea Bass—Mid-Atlantic Coast (2009)
- 4. Summer flounder—Mid-Atlantic Coast (2011)

Gulf of Mexico:

- 1. Red Grouper—Gulf of Mexico (2007)
- 2. King mackerel—Gulf of Mexico (2008)

South Atlantic/ Gulf of Mexico:

- 1. Yellowtail Snapper—South Atlantic/ Gulf of Mexico (2003)
- 2. Pink shrimp—Southern Atlantic Coast (2012)

Highly Migratory Species:

- Blacktip shark—South
 Atlantic (2003)
- 2. Swordfish-North Atlantic









Current Challenges to sustainability

Habitat

Pollution

Climate



Future Challenges



About 90% of
U.S. seafood is imported
60% of all consumed
seafood is aquaculture



FishWatch—The Nation's Database



















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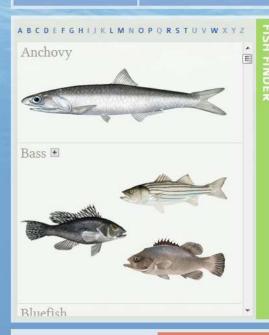
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WILD-CAUGHT SEAFOOD

FARMED SEAFOOD

BUYING SEAFOOD

EATING SEAFOOD



0000 **New Video Introduces Consumers to FishWatch** MORE...



FishWatch provides easyto-understand sciencebased facts to help you make smart sustainable seafood choices. U.S. seafood profiled here is responsibly harvested

SEAFOOD NEWS

4.11.13

Research enables fishermen to harvest shellfish on Georges Bank EXII

4.9.13

Panel approves ecosystem plan for West coast fisheries Equa

4.8.13

Eat patriotic fish

Freshest fish traded in the dead of the NYC night (XIII

SUSTAINABILITY FACTS





In fisheries management, sound science is key to success. Observers support sound science by collecting species-specific data that would not otherwise show up in routine catch reports. In Alaska's billion dollar



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SEAFOOD PROFILES

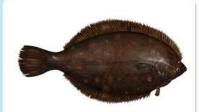
WILD-CAUGHT SEAFOOD

FARMED SEAFOOD

BUYING SEAFOOD

EATING SEAFOOD

WINTER FLOUNDER



Pseudopleuronectes americanus

ALSO KNOWN AS:

Flounder, Sole, Lemon Sole. Georges Bank Flounder, Blackback Flounder

SOURCE:

U.S. wild-caught from Maine to Virginia

STATUS

POPULATION



FISHING RATE

HABITAT IMPACTS



BYCATCH



CLICK THE ICONS TO LEARN MORE ABOUT EACH CRITERIA

OVERVIEW

ABOUT THE SPECIES

THE SCIENCE

THE FISHERY

THE SEAFOOD

RELATED LINKS

OVERVIEW

Winter flounder are an important commercial and recreational fish throughout New England and the Mid-Atlantic, although current harvests are a fraction of their historic levels. Heavy fishing pressure and habitat destruction caused winter flounder stocks to drastically decline. Strict fishing regulations are now in place, but it's estimated that it could take more than a decade for winter flounder to regain its earlier abundance off of the East Coast.



Winter flounder in eelgrass habitat.

LAUNCH GALLERY

LOOKING AHEAD

Just like people, fish require suitable shelter and adequate food to survive. Winter flounder spend several important parts of their lives in estuaries - estuaries provide spawning areas for adults, nursery habitat for juveniles, and feeding grounds for both juveniles and adults. These nearshore environments are especially vulnerable to impacts from human activities on land. Because winter flounder are so dependent on healthy nearshore habitat, declines in water quality and habitat loss have taken a toll on their nonulations. In turn, this habitat



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BUYING SEAFOOD

EATING SEAFOOD

ATLANTIC SALMON



ALSO KNOWN AS: Sea Run Salmon, Kelts, Black

Salmon SOURCE:

Domestically farmed in Maine and Washington; imported from Canada, Chile, or Europe

STATUS



INTERACTIONS

SPECIES

IMPACTS

HABITAT

ANIMAL HEALTH

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OVERVIEW

Salmo salar

ABOUT THE SPECIES

FARMING METHODS

THE SCIENCE

THE SEAFOOD

RELATED LINKS

OVERVIEW

The U.S. farmed salmon industry, based in Maine and Washington, produces a small fraction of the salmon consumed in the United States. The majority of farmed salmon you will find in the store has been imported from Canada, Chile, or Europe.

Once-healthy wild populations of Atlantic salmon became devastated by industrialization and dam construction along rivers in the northeastern United States. In



Salmon farming in Maine, as in the rest of the United States, is governed by over 20 laws and regulations that ensure environmental protection and food safety.

ATTRICTI CALLEDY

LOOKING AHEAD

Aquaculture will continue to show promise in providing a healthy, domestic source of seafood and creating jobs at working waterfronts. Numerous recent studies highlight the health and nutritional benefits of eating salmon, regardless of whether it is farmed, wild, or hatchery-raised. Farmed salmon sold in the United States will continue to be dominated by imports for the near future. U.S. farmed salmon production increased from 21 million pounds per year in 2005 to 43 million pounds in 2010. Any increase in U.S. production depends on securing permits for coastal



Future FishWatch Initiatives

Adding Species
Adding Value
Gaining Support









FRESHFACTS EAFOOD

www.FishWatch.gov www.fisheries.noaa.gov

